

APP. No. 09/839,074 AMENDMENT AFTER FINAL REJECTION

IN THE CLAIMS

Cancel Claims 61-80 and replace them with New Claims 81-100.

81. (New) A system for generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address and hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material wherein said predetermined content comprises a web page, said hyperlink address string includes said predetermined hyperlink address rather than the web page content and said hyperlinking is user-activated or automatic comprising:

generating means for generating said hyperlink address string associated with said predetermined program material including:

a first attribute specifying said predetermined hyperlink address
and

a second attribute specifying said user-activated or automatic hyperlinking to said predetermined hyperlink address including:

an user-activating attribute specifying user-activating an hyperlink to said predetermined hyperlink address or

an automatic activating attribute specifying automatically activating an hyperlink to said predetermined hyperlink address;

encoding means operably coupled to said generating means for encoding said hyperlink address string for transmission via program signal transmitting means;

said program signal transmitting means operably coupled to said encoding means for transmitting said hyperlink address string;

program signal receiving means operably coupled to said program signal transmitting means for receiving said hyperlink address string;

data processing means operably coupled to said program signal receiving means for processing said hyperlink address string according to said second attribute for user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute and automatically activating said hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute and

hyperlink means operably coupled to said data processing means for hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material.

82. (New) A method of generating an hyperlink address string associated with predetermined program material related to predetermined content located at a predetermined hyperlink address for hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material wherein said predetermined content comprises a web page, said hyperlink address string includes said predetermined hyperlink address rather than the

web page content and said hyperlinking is user-activated or automatic

including the step of:

generating via generating means said hyperlink address string associated with said predetermined program material including:

a first attribute specifying said predetermined hyperlink address

and

a second attribute specifying said user-activated or automatic

hyperlinking to said predetermined hyperlink address including:

an user-activating attribute specifying user-activating an hyperlink to said predetermined hyperlink address or

an automatic activating attribute specifying automatically activating an hyperlink to said predetermined hyperlink address.

83. (New) A method according to claim 82 further including the step of:

entering via data entering means to database means operably coupled to said generating means:

said predetermined hyperlink address and

predetermined hyperlink activation data for said user-activated or automatically activating said hyperlink to said predetermined hyperlink address including:

predetermined user-activation data for said user-activating said hyperlink to said predetermined hyperlink address or

predetermined automatic activation data for said automatically activating said hyperlink to said predetermined hyperlink address.

84. (New) A method according to claim 82 wherein
- said hyperlink address string comprises an URL string and
 - said predetermined hyperlink address comprises an URL.
85. (New) A method according to claim 82 wherein
- said generating means comprises a website.
86. (New) A method according to claim 82 wherein
- said automatic activating attribute comprises an hyperlink automatic load attribute.
87. (New) A method according to claim 82 wherein
- said automatic activating attribute comprises an hyperlink start time attribute.
88. (New) A method according to claim 82 further including the step of:
- encoding said hyperlink address string for transmission with program signals representative of said predetermined program material.
89. (New) A method according to claim 82 wherein
- said hyperlink address string further includes an attribute instructing a predetermined time to deactivate said hyperlink to said predetermined hyperlink address.
90. (New) A program signal receiver apparatus for playing program material including predetermined program material related to predetermined content located at a predetermined hyperlink address, receiving an hyperlink address string associated with said predetermined program material and hyperlinking to said predetermined hyperlink address during the playing of said predetermined

program material wherein said predetermined content comprises a web page, said hyperlink address string includes said predetermined hyperlink address rather than the web page content and said hyperlinking is user-activated or automatic comprising:

program signal receiving means for receiving said hyperlink address string associated with said predetermined program material including:

a first attribute specifying said predetermined hyperlink address

and

a second attribute specifying said user-activated or automatic hyperlinking to said predetermined hyperlink address including:

an user-activating attribute specifying user-activating an hyperlink to said predetermined hyperlink address or

an automatic activating attribute specifying automatically activating an hyperlink to said predetermined hyperlink address;

data processing means operably coupled to said program signal receiving means for processing said hyperlink address string according to said second attribute for user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute and automatically activating said hyperlink to said predetermined hyperlink address responsive to said automatic activating attribute and

hyperlink means operably coupled to said data processing means for hyperlinking to said predetermined hyperlink address during the playing of said predetermined program material.

91. (New) An apparatus according to claim 90 wherein

said program signal receiver apparatus comprises a television receiver apparatus.

92. (New) An apparatus according to claim 90 wherein

said program signal receiver apparatus comprises a radio receiver apparatus.

93. (New) An apparatus according to claim 90 wherein

said program signal receiver apparatus comprises a media player apparatus.

94. (New) An apparatus according to claim 90 wherein

said program signal receiving means comprises tuner means.

95. (New) An apparatus according to claim 90 wherein

said hyperlink address string comprises an URL string and

said predetermined hyperlink address comprises an URL.

96. (New) An apparatus according to claim 90 further comprising:

memory means and visual display means, both operably coupled to said data processing means and collectively configured for said user-activating said hyperlink to said predetermined hyperlink address responsive to said user-activating attribute,

said memory means for storing for predetermined time said predetermined hyperlink address specified in said first attribute and

said visual display means for visually displaying for predetermined time predetermined data to prompt said user-activating said hyperlink to said predetermined hyperlink address and

user-activating means operably coupled to said data processing means for said user-activating said hyperlink to said predetermined hyperlink address.

97. (New) An apparatus according to claim 90 wherein

said automatic activating attribute comprises an hyperlink automatic load attribute.

98. (New) An apparatus according to claim 90 wherein

said automatic activating attribute comprises an hyperlink start time attribute.

99. (New) An apparatus according to claim 90 further comprising:

time measuring means operably coupled to said data processing means for said data processing means to determine when a time referenced by an attribute included in said hyperlink address string transpires.

100. (New) An apparatus according to claim 90 wherein

said hyperlink means comprises web browser means.